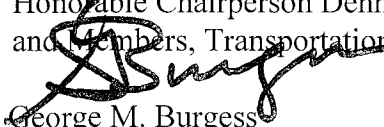




MEMORANDUM Agenda Item No. 7 (D)

TO: Honorable Chairperson Dennis C. Moss
and Members, Transportation Committee

FROM: 
George M. Burgess
County Manager

DATE: September 19, 2003

SUBJECT: Report – Marketing Campaign
for Miami International Airport's
Capital Improvement Program (CIP)

Pursuant to Resolution No. R-427-03, the attached report outlines the Aviation Department's Marketing Campaign for Miami International Airport's Capital Improvement Program (CIP).

MIAMI-DADE AVIATION DEPARTMENT
Marketing Campaign for Miami International Airport's
Capital Improvement Program (CIP)

1. Community Leadership and Organizations' Tours

- A) The following business, civic, homeowners groups, and others will be invited to visit Miami International Airport for a presentation and a tour:

Group(s) selected by County Commissioners
Greater Miami Chamber of Commerce
Greater Miami Aviation Association
CAMACOL
Miami-Dade Chamber of Commerce
Greater Miami Visitors and Convention Bureau
Beacon Council

Tours will be scheduled on Wednesday and Friday mornings from 9:00 a.m. to 11 a.m.

Organizations wishing to schedule a tour must provide two weeks notice to the MDAD.

Due to security restrictions, the tours will only be offered when the Homeland Security threat level is at yellow or below.

- B) Any necessary transportation to the Airport is to be provided and arranged by the organization or Commissioner's office. Upon arriving at the Airport, transportation will be provided by MIA's airside buses. The tours will conclude at 11 a.m.
- C) A color brochure on the CIP that tour participants may take with them will serve as a tool to further disseminate the information of the work being done at MIA.
- D) A presentation upon arrival at the Airport will take place before the group is escorted to the Airport bus. This presentation will review the completed, ongoing and future construction at the County airports.
- E) An airport memento will be provided to each participant and a group photograph will be taken.

2. Airport Display

An educational airport display will be constructed and displayed in the airport terminal. To enhance the impact of the model, an Airport video on the Capital Improvement Program on a continuous loop will be placed by the display.

Posters for Stephen P. Clark Government Center, Team Metro offices, County Commission District Offices and other government offices and locations around the airport will be created to broaden the impact of the display.

3. Newspaper Ads/Newspaper Campaign - The MDAD is already running ads highlighting the CIP. A full-page ad first ran in the Miami Herald on September 17, 2000 featuring completed construction projects. Several inserts in The Herald and Miami Today over the past few years have also highlighted completed, ongoing and future construction. A full-page ad appeared in Miami Today on February 27, 2003, showing completed construction and new concessions and another on March 20, 2003, featured five ongoing construction projects.

4. Speakers Bureau - A Speaker's Bureau comprised of Airport managers will be launched to promote the CIP to civic groups, homeowners associations and business organizations.

5. MDTV Documentary – MDAD created a program on the ongoing CIP a few years ago. This professional quality tape has been shown to the Board of County Commissioners and on the Airport Channel. It will be updated for use by a broader television audience.

6. Photos on the Website - Staff is in the process of redesigning the website. Renderings of the future look of MIA will be added to the new site.

Summary of Costs

<u>Activity</u>	<u>Estimated Cost</u>
Capital Improvement Program (CIP) Brochure (10,000 copies to include inserts in Miami Today and distribution on tours and at BCC offices)	\$ 3,000
CIP Posters (1,000 copies)	\$ 1,400
CIP Advertising Campaign	
Miami Herald (half-page biannually)	\$24,000
Miami Today full-page ad biannually @ \$6,000	\$12,000
Other community newspapers	\$10,000
Miami Times (full-page ad)	\$ 2,971
Model for MIA	\$15,000
Video (work to be done in-house)	
Website (work to be done in-house)	
Speaker's Bureau	
Training	\$12,000
Brochure	\$ 1,500
Bus Tours (twice weekly) - (cost of driver at two hours per tour @ \$18.76/ hour x 16 tours)	600
Photography (2 rolls of film per tour x 16 tours x \$26 for film and processing)	\$ 832
Souvenir Airport Bag (40 people x \$5/bag x 16 tours)	\$ 3,200
Coffee/ Water (during presentations @\$5 per person x 45 people – those on tour and their guides or presenters x 16 tours)	\$ 3,600
Grand Total (not covered by in-house work or staff time)	<u>\$90,103</u>

Schedule

CIP Brochure -

Production is underway; product to be completed July 30th, 2003.

CIP Posters -

To be completed by August 15th.

CIP Advertising Campaign -

Primarily, the advertisements will celebrate the openings of the New North Runway, Central Collection Plaza, new North Terminal gates at Concourse D, and Chiller Plant as they come on line. The ads include:

August 2003 -- Community Newspapers (recap of construction)

September 2003 -- Miami Herald (announcing New North Runway and upcoming new Collection Plaza and upcoming gates on Concourse D)

November 2003 - Miami Times (featuring Runway, Collection Plaza and nine gates of Concourse D that have opened)

December 2003 - Miami Today

March 2004 -- Miami Herald

Model for MIA --

Services to be procured upon approval of plan. The model will be completed by September 12, 2003.

Video -

Work to be done in-house and completed by August 30.

Will air on Miami-Dade TV upon completion.

Website -

Re-design to be done in-house and completed by August 30.

Speaker's Bureau -

Activate Bureau in September 2003.

Bus Tours -

Tours will be offered from September 17 through November 7, 2003.